

**Listing of Claims:**

This listing of claims will replace all prior versions, and listing, of claims in the application.

1-54. (Cancelled)

55. (Withdrawn) A game button comprising:

a transparent cover adapted for linear motion in response to being depressed;  
a printed circuit board;  
a variable display mounted to the printed circuit board, the variable display being capable of presenting a plurality of images viewable through the transparent cover;  
a memory associated with the display, the memory adapted to store information for producing one or more of the plurality of images for presentation on the display;  
a plunger coupled to the transparent cover; and  
a sensor adapted to be actuated by the plunger in response to the linear motion of the transparent cover.

56. (Withdrawn) The game button of claim 55, wherein the memory is mounted to the printed circuit board.

57. (Withdrawn) The game button of claim 55, wherein the memory is included in a microcontroller also including a microprocessor, the microcontroller being associated with the variable display.

58. (Withdrawn) The game button of claim 57, wherein the microcontroller is communicatively coupled to at least one controller selected from a group consisting of a gaming machine controller, a server controller, and a peer gaming machine controller.

59. (Withdrawn) The game button of claim 58, wherein the microcontroller communicates with the controller via a universal serial bus interface.

60. (Withdrawn) The game button of claim 57, wherein the microcontroller controls the presentation of the plurality of images on the variable display.
61. (Withdrawn) The game button of claim 60, wherein the microcontroller controls the presentation of the plurality of images only on the variable display with which the microcontroller is associated.
62. (Withdrawn) The game button of claim 55, wherein the variable display is a liquid crystal display.
63. (Withdrawn) The game button of claim 55, wherein the plurality of images form a complex animation pattern.
64. (Withdrawn) The game button of claim 55, wherein the variable display remains in a fixed position during the linear motion of the transparent cover.
65. (Withdrawn) The game button of claim 55 further comprising: a button chassis, the printed circuit board being coupled to the button chassis, the button chassis being sized such that the transparent cover, the printed circuit board, and the plunger fit within an area bounded by the button chassis.
66. (Withdrawn) The game button of claim 55, wherein the button chassis, the printed circuit board, and the variable display remain in a fixed position during the linear motion of the transparent cover.
67. (Withdrawn) The game button of claim 55, wherein the sensor is selected from the group consisting of a micro-switch, a Hall-effect sensor, an optic sensor, an eddy-current sensor, a resistive sensor, a piezo sensor, and a strain-gage sensor.
68. (Withdrawn) The game button of claim 55, wherein the transparent cover and the plunger are attached.

69. (Withdrawn) The game button of claim 55, wherein the transparent cover and the plunger are a single component.
70. (Withdrawn) The game button of claim 55, wherein a first of the plurality of images is presented on the variable display prior to the actuation of the sensor by the plunger and a second of the plurality of images is presented on the variable display after the actuation of the sensor.
71. (Previously Presented) A game button comprising:  
at least one variable display capable of presenting a plurality of images thereon; and  
a memory communicatively coupled with the at least one variable display, the memory adapted to store information for producing the plurality of images presented on the display, the memory being associated solely with the game button and not another game button.
72. (Previously Presented) The game button of claim 71, wherein the stored information is utilized by the at least one variable display of the game button, and the memory does not allow the stored information to be accessed by another game button.
73. (Previously Presented) The game button of claim 71, wherein the at least one variable display is a liquid crystal display.
74. (Previously Presented) The game button of claim 71, wherein the memory is included in a microcontroller also including a microprocessor, the microcontroller being communicatively coupled to the at least one variable display, the microcontroller being associated solely with the game button, the microcontroller controlling the presentation of the plurality of images on the at least one variable display.
75. (Previously Presented) The game button of claim 74, wherein the microcontroller controls the presentation of the plurality of images on the at least one variable display associated with the game button and does not control the presentation of images on any display not associated with the game button.

76. (Previously Presented) The game button of claim 74, wherein the microcontroller is communicatively coupled to at least one controller selected from a group consisting of a gaming machine controller, a server controller, and a peer gaming machine controller.
77. (Previously Presented) The game button of claim 76, wherein the microcontroller communicates with the controller via a universal serial bus interface.
78. (Previously Presented) The game button of claim 74, wherein the microcontroller is communicatively coupled to a server controller, the microcontroller presenting at least one image on the at least one variable display in response to receiving a transmitted signal from the server controller.
79. (Previously Presented) The game button of claim 71, wherein the plurality of images form a complex animation pattern.
80. (Withdrawn) A game button comprising:  
a transparent cover adapted for linear motion in response to be depressed;  
a first printed circuit board;  
a variable display mounted to the first printed circuit board, the variable display capable of presenting a plurality of images, the plurality of images being viewable through the transparent cover;  
a second printed circuit board electrically coupled to the first printed circuit board;  
a plunger coupled to the transparent cover;  
a sensor adapted to be actuated by the plunger in response to the linear motion of the transparent cover; and  
a microcontroller communicatively coupled to the sensor and the variable display, the microcontroller controlling the presentation of the plurality of images on the variable display.
81. (Withdrawn) The game button of claim 80, wherein the microcontroller is mounted on the first printed circuit board.

82. (Withdrawn) The game button of claim 80, wherein the microcontroller is mounted on the second printed circuit board.
83. (Withdrawn) The game button of claim 80, wherein the first printed circuit board and the variable display remain in a fixed position during the linear motion of the transparent cover.
84. (Withdrawn) The game button of claim 80, wherein the first printed circuit board and the variable display move in conjunction with the transparent cover during the linear motion of the transparent cover.
85. (Withdrawn) The game button of claim 84, wherein the second printed circuit board remains in a fixed position as the first printed circuit board and the variable display move.
86. (Withdrawn) The game button of claim 84, wherein the second printed circuit board moves in conjunction with the first printed circuit board and the variable display.
87. (Withdrawn) The game button of claim 80, wherein the variable display is a liquid crystal display.
88. (Withdrawn) The game button of claim 80, wherein the plurality of images form a complex animation pattern.
89. (Withdrawn) The game button of claim 80, wherein a first of the plurality of images is presented on the variable display prior to the actuation of the sensor by the plunger and a second of the plurality of images is presented on the variable display after the actuation of the sensor by the plunger.
90. (Withdrawn) The game button of claim 80, wherein the microcontroller controls the presentation of the plurality of images only on the variable display with which the microcontroller is associated.

91. (Withdrawn) The game button of claim 80, wherein the microcontroller is communicatively coupled to a controller of a gaming machine.
92. (Withdrawn) The game button of claim 91, wherein the microcontroller communicates with the controller of the gaming machine via a universal serial bus.